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**CROSS-CULTURAL INVESTIGATION
OF SOME FACTORS IN
PERSUASION AND ATTITUDE CHANGE**

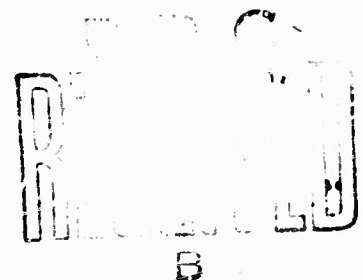
Technical Report No. 14

AN OUTLINE OF
SELECTED PERSUASION RESEARCH
BETWEEN 1952 and 1967

With the collaboration of
J. Michael Leibowitz

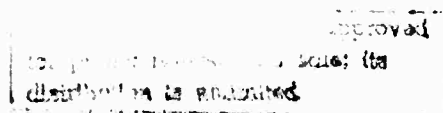
July 1969

ELLIOTT McGINNIES
PRINCIPAL INVESTIGATOR



PREPARED IN CONNECTION WITH RESEARCH DONE
UNDER CONTRACT NONR 595-21, NR171-250
OFFICE OF NAVAL RESEARCH

**DEPARTMENT OF PSYCHOLOGY
UNIVERSITY OF MARYLAND
COLLEGE PARK, MARYLAND**



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INTRODUCTION

The purpose of this report is to bring together in outline form selected research on persuasion and attitude change reported in the Journal of Abnormal and Social Psychology (since 1965, The Journal of Personality and Social Psychology) between the years 1952 and 1967. Relatively little research of a systematic nature was done in this area prior to 1952, and we have arbitrarily terminated our literature review as of 1967, despite the fact that research in this area continues to be reported. Rather than attempt a comprehensive coverage of all the reported persuasion research during this fifteen year period, we have limited ourselves to the more manageable task of outlining some significant features of those articles appearing in one psychological journal.

The area of persuasion and attitude change has captured the attention of a host of investigators, perhaps because it involves several features that are central to social psychology—namely, attitudes and behavior modification. Experimental research in persuasion was given considerable impetus by Carl I. Hovland and his colleagues at Yale University in the early 1950's, and there has been no diminution of concern with this topic during the past 20 years. On the contrary, as Figure 1 indicates, publication of research findings in the area of persuasion and attitude change has followed an accelerated pace over the years covered by this report, with the exception of 1966 and 1967 where the curve falls.

Despite the great amount of painstaking and often cleverly devised research on this general topic, the literature reports many failures of

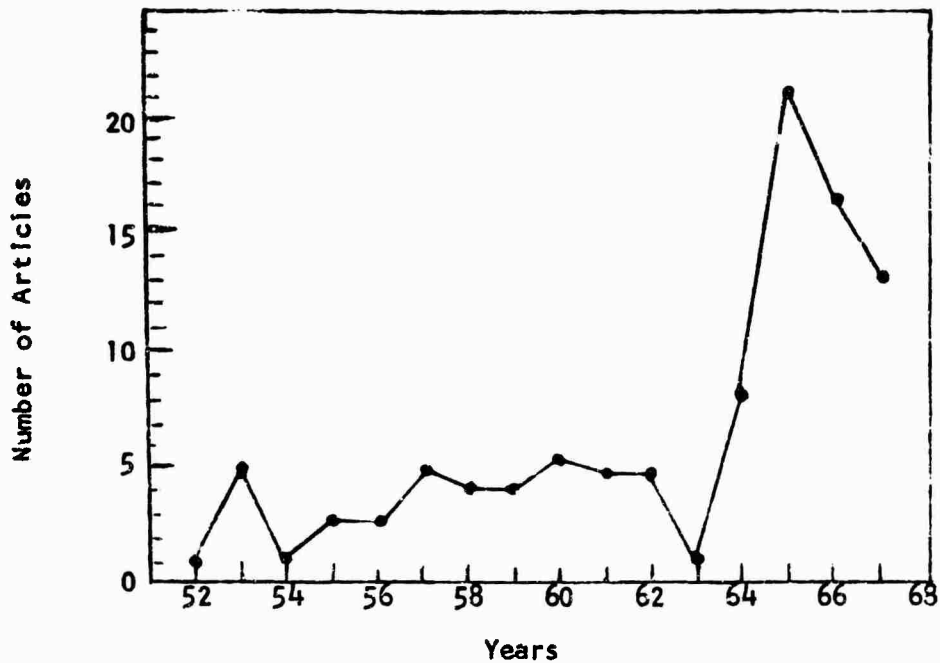


Figure 1 - Number of articles on persuasion and attitude change appearing in the Journal of Abnormal (Personality) and Social Psychology during the years 1952-1967.

replication, as well as questions concerning the validity of many of the reported findings. In addition, there is the serious question of whether statistically significant changes in attitude scores obtained in the course of laboratory investigations are psychologically meaningful. There are very few studies in which subjects have displayed changes in attitude that could be said to have moved them from one end of an attitude continuum to the other. Often, changes of three or four points on a 20-point scale are sufficient to yield statistical significance but are not sufficiently dramatic to provide a convincing demonstration of the effectiveness of the persuasive manipulation in bringing about a

socially meaningful change in behavior. In many instances, it is difficult if not impossible to replicate experiments because of the paucity of information reported concerning procedural details. In some cases, the attitude measurement devices employed have either doubtful or unknown reliability. Their validity is generally accepted at face value. We have summarized as best we can the information available with respect to the various measures of attitude change employed in these experiments, and the reader is left to reach his own conclusions concerning the scientific merit of these procedures.

In general, experiments in persuasion have embodied two types of design. We have categorized these as (a) pre and post-experimental assessment of attitudes, or (b) post-experimental assessment, where a control group is used to estimate the pre-treatment attitudinal dispositions of the subjects. The experiments in each of these categories are listed alphabetically by author.

This report includes only articles dealing with attitude change as a function of some persuasive manipulation. Thus, we have not considered the following types of experiments: (a) "Innoculation" or "immunization" studies, (b) belief studies, (c) theoretical papers, (d) conformity studies, (e) personality impression and person perception, (f) studies involving self-ratings, and (g) social influence studies.

Some of the above could be considered as falling rather generally into the area of persuasion interpreted in its broadest sense. However, we will concern ourselves here only with those experiments that deal with direct attempts at manipulating the attitudes of target individuals. It

will be apparent that not all of the experiments deal with what might narrowly be defined as attitudes. In fact, the concepts of attitude, opinion, belief, preference, and judgment, are often used interchangeably by social psychologists. We have not attempted to distinguish between these, but, rather, have treated them as though they were at least generically related.

Because our concern has been primarily with the methodology and reporting of persuasion research, we have abstracted from the cited articles only those features that relate to these dimensions. Thus, for each study we describe (a) the issue, (b) the kinds of subjects studied, (c) the measurement procedures, (d) the experimental manipulation, and (e) the method of reporting attitude change. It is hoped that this manner of summarizing the experiments will be useful to the investigator who wants a brief description of representative research in this area.

While reviewing these articles, we have been impressed with a number of specific shortcomings that ought to be considered by anyone contemplating research in persuasion. These weaknesses are not restricted to any particular group of authors or period of years, but are sprinkled rather generously throughout the literature that we have reviewed. They can be summarized briefly as follows:

- (a) arbitrary elimination of subjects
- (b) lack of standardization of measurement procedures
- (c) questionable or unreported reliability of attitude measures
- (d) lack of a uniform method of reporting attitude change
- (e) frequent violation of assumptions underlying the statistical tests.

In addition to the above items, we also find some difficulty in generalizing from many of the findings to nonlaboratory situations. For example, many of the issues studied seem to be so trivial that any reported attitude change is probably limited to that specific situation. And as we have noted previously, the significance in any behavioral sense of some of the reported changes is open to question. In some of the experiments, where the range of attitude measures is not stipulated, it is impossible to interpret the meaningfulness of the reported changes.

If this report is to be useful, it will not only give the investigator a general idea of the types of experiments in persuasion that have been reported in one journal over a fifteen year period, but it will also suggest to him areas in which further research is needed.

PART ONE: Pre-post Design

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B. ANNOTATIONS

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Anderson, L.R., and Fishbein, M. 1965, 2, 437-443	Personality characteristics of incidental characters in story	100 college students	5 7-pt. semantic differential scales	4 printed paragraphs varying in number of descriptive adjectives of story character	Mean difference between groups
Aronson, E., Turner, J.A., and Carlsmith, J.M. 1963, 67, 31-36	Poetry (esthetics) Relative merit of poems judged for effective use of alliteration	112 female college students	Rank order of poems; 14 statements with 7-pt. rating scales evaluating source and argument	Printed material discrepant in varying degree from judgments of the Ss; high and low source credibility	Post-experimental rank-orders of the poems; mean change
Atkins, A.L., Deaux, K.E., and Bieri, J. 1967, 6, 47-54	Fraternities	54 male college students	33 15-pt. graphic scales	Pro/anti-/extremely anti-written communication	Mean change $\frac{1}{3}$
Baron, R.H. 1965, 2, 215-230	Advertising	190 college students	22 6-pt. rating scales	Pro-advertising article by prestigious source w/variation of cognitive need, information storing style, and communication ambiguity	Mean change
Berkowitz, L., and Cotteingham, D.R. 1960, 60, 37-43	Safety belts, movies, tariffs, etc.	Exp. I: 78 college students Exp. II: 64 college students	123 items with 5-pt. rating scales included 18 critical items	Tape-recorded arguments using strong or weak fear appeal	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Berscheid, E. 1966, <u>4</u> , 670-680	Basis for undergraduate scholarships; revision of international monetary system	69 college students (2 expts)	2 item, 13-pt. bipolar scale questionnaire	Preparing & giving recording w/confederate of similar/dissimilar opinion	Mean change
Brock, T.C. 1962, <u>64</u> , 264-271	Items about Catholicism	127 non-Catholic college students	3 8-pt. rating scales	Write an essay on wanting to become a Catholic	Mean change
Carlson, E.F. 1956, <u>52</u> , 256-261	Segregation of Negro housing	221 college students	Ranking 6 statements and using the first 3 ranks which altogether ranged from 1 to 16-pts.	Assignment completed out of class and spoken communication increased the Ss' awareness that change of attitude would tend to bring about the attainment of 4 values. Procedure consisted of 2 parts: essay writing followed by verbal discussion.	% subjects changing attitude positively
Cohen, A., Erehm, J.W., and Fleming, W.H. 1958, <u>56</u> , 276-278	Admitting coeds to Yale	92 college students	A pick-two device, from 6 choice pts.; a 10-pt. scale was generated	Write essay contradicting own position	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Cohen, A.R., Terry, H.I., and Jones, C.B. 1959, <u>53</u> , 388-391	The advisability of young men marrying before the age of 23	71 college students	One 6-pt. rating scale	Spoken communication opposing S's position.	Mean change
				Experimenter read new information contrary to S's initial opinions. Experiment varied S's choice in exposure to the contrary information	
Culbertson, F.M. 1957, <u>54</u> , 230-233	Attitudes towards Negro and integrated housing	95 junior college students	Ranking of 6 alternatives & coding S's first 3 rankings which gave a 16-pt. scale	Observe role players who advocated residential integration	Number of S's changed
				Pro and con reports from "copers" and "noncopers"	
Dabbs, Jr., J.M., and Leventhal, H. 1966, <u>4</u> , 525-531	Inoculation against tetanus	182 senior college students	Three 10 item mood-adjective check lists	Printed communication varied as to effectiveness and painfulness of inoculation	Mean number Intending to take shots; % taking shots

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
DeVolve, A.S. and Governale, Catherine N. 1964, <u>62</u> , 119-122	Fear of interaction with T.B. patients	120 student nurses	100 card Q Sort and questionnaire on fear of T.B.	T.B. ward experience	Pre-post correlations of Q-sort; also mean change
Hicks, J.H. and Spaner, H.E. 1962, <u>65</u> , 112-120	Mental illness	432 nursing school students	Exp. I: 66 5-pt. rating scales Exp. II: 87 6-pt. rating scales	Experience on psychiatric ward for 12 weeks	Mean change
Kelman, H.C. and Eagly, A.H. 1965, <u>1</u> , 63-78	Juvenile delinquency	151 high school history students	6 statements followed by 5-pt. rating scales	2 tape recorded interviews of moderator and positive/negative guest	Mean change
Lana, R.E. 1964, <u>69</u> , 337-340	Arguments on Nikita Krushchev as man and leader	136 91 students	5 5-pt rating scales	Printed communication One 'pro', one 'con', prose style arguments of approximately 425 words each	Mean change
McGuire, W.J. 1960, <u>60</u> , 345-353	16 logical syllogisms	120 college students	43 5-pt. rating scales on desirability	Printed communication attacking premise of syllogisms	% change
Mills, J. and Aronson, E. 1965, <u>1</u> , 173-177	General education	95 male college students (2 expmts.)	42 p e questions w/7-pt. rating scales, 10 post-questions w/7-pt. rating scale & an open-ended question	Live interview w/female either physically attractive, men-trac live/unattractive, mentioning/not mentioning desire to influence	Mean change of adjusted scores

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Dillehay, R.C. 1965, <u>1</u> , 631-641	Exp. I: Fluoridation Exp. II: Fluoridation	93 women residents of Berkeley area 52 nurses	Semantic differential technique of 17 objective rating scales	Printed statement preceded by pro/con spoken message Written statement preceded by pro/con spoken message	Number subjects different between groups Mean change
Di Vesta, F.J., and Merwin, J.C. 1960, <u>60</u> , 80-85	Teaching as a career	218 college freshmen	11 6-pt. rating scales	Tape-recorded communications consistent or inconsistent with stated needs of Ss	Mean change
Eagly, A.H., and Manis, N. 1966, <u>3</u> , 483-485	Adult control of boy juvenile delinquents; mother's control of girl's clothes choice	124 9th graders	3 6-pt. rating scales for attitude on issues. 4 3-pt. scales for evaluation of each message & 2 3-pt. scales for evaluation of communicator	Negative written communication under high/low involvement	Mean difference between groups -17-
Elms, A.C. 1966, <u>4</u> , 36-43	Cigarette smoking	80 job applicants at state employment service w/11+ yrs. education, all smokers	6 open-ended questions	Role playing of advocate of stopping smoking w/listener as control	Mean change; mean decrease in cigarettes smoked
Festinger, L., and Maccoby, N. 1964, <u>63</u> , 359-366	College fraternities	343 college fraternity men	3 5-pt. rating scales; one 8-pt. rating scale & 2 4-pt. rating scales measuring attitude toward the issue. One 3-pt. and one 4-pt. rating scale measuring attitude toward the speaker	Derogating fraternities with and without dis-traction	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Fine, B.J. 1957 <u>54</u> , 369-374	United States' defense capacity against biological warfare	400 college students	4 3-pt. rating scales	Printed material defending defense capacity; high and low credibility	Mean change
Freedman, J.L., and Sears, L.O. 1965, <u>1</u> , 262-266	Teenage driving	299 high school seniors	12 item prequestionnaire & 4 item postquestionnaire w/speaker evaluation. All questions followed by undivided scales labeled at both ends	Spoken argument against topic where Ss were warned, distracted/not distracted on topic	Mean change
Gerard, H.B. 1967, <u>6</u> , 360-364	Student government involvement in off-campus issues	48 male college students	15 cm. bipolar scale	Writing counter-attitudinal essay w/ varied expectation for \$.50/\$2/\$5 reward	Mean change
Goldstein, I., and McGinnies, E. 1964, <u>68</u> , 567-570	Church (attitude towards)	12 pro-church college students	Modification of Thurstone and Chave (1929) scale using 5-pt. ratings of each item	Printed material Reading and discussing an anti-church essay with a small group	Mean change
Gollob, H.F., and Dittes, J.E. 1965, <u>2</u> , 195-201	Cancer research	155 freshman college students	2 6-pt. rating scales for opinion & 2 4-pt. rating scales for information testing	Printed communication under high/low source prestige, high/low threat; fictitious results on SRT	% subjects changed

Author	Topic	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Greenbaum, C.W. 1966, 4, 260-269	Civil defense	117 college students	24 7-pt. rating scales	Preparing negative/optional-direction talk on topic; taped evaluator ratings w/positive or negative reinforcement of taken position	Mean change
Hardy, K.A. 1957, 54, 289-294	Leniency toward divorce	31 male college students	12 5-pt. rating scales	Discussion with six persons whose views opposed those of S	Mean changed and % subjects changed
Harvey, O.J. 1965, 1, 349-355	College requirement to minor in philosophy	30 male college students	28 statements each followed by 6 inch scale questionnaire	Tape-recording under implied public/private release expectations for concrete vs. abstract thinking Ss	Mean change -19
Hovland, C.I., Harvey, O.S., and Sherif, M. 1957, 55, 244-252	Prohibition in Oklahoma	498 subjects --- 185 adults 290 college students 25 unstated	9 statements S's to designate their objections to these statements so that E could obtain latitudes of acceptance and rejectance	Tape-recorded arguments supporting "dry", "wet", or "moderate" position	Favorable evaluations of communication. Mean change scores % changed

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Hovland, C.L., and Mandell, W. 1952, <u>47</u> , 581-588	Devaluation of American currency	242 college students	Questions in four-alternative multiple choice patterns. Key items on problem of devaluation. Others dealt with general political, and social issues. Before and after measures only 2 key items were used for analysis of attitude change.	Taped-spoken	Number S's changed
Hovland, C.L., and Pritzker, H.A. 1957, <u>54</u> , 257-261	12 different topics of superficial interest	51 high school seniors	12 7-pt. rating scales	Printed arguments in varying degrees of discrepancy from S's opinions	Mean change -20-
Janis, I.L., and Feshback, S. 1953, <u>48</u> , 78-92	Dental hygiene	200 high school students	"Series of questionnaires which provided data on emotional reactions to the communication and on changes in dental hygiene beliefs, practices and attitudes"	3 illustrated lectures with strong, moderate, and weak threat appeal	% subjects changed
Janis, I.L., Kaye, D., and Kirschner, P. 1965, <u>1</u> , 181-186	Predictions of cancer cure, reduction of military force, moon exploration, 3-D films	216 male college students	4 item questionnaire asking numerical estimate in years.	4 printed communications read w/ provision of food	% subjects changed

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Janis, I.L., and King, B.T. 1954, <u>49</u> , 211-218	Future prospects of movie theatres, meat supply, and cure for the common cold	90 college subjects	One question for each of the 3 topics. Open-ended questions with quantitative answers; e.g., number of movie theatres, percentage and number of years	Ss either improvised aloud or listened passively to arguments opposing their opinions	% subjects changed
Janis, I.L., and Terwilliger, R.F. 1962, <u>65</u> , 403-410	Smoking as a cause of lung cancer	31 adults	Content analysis using 7-pt. rating scale.	Printed anti-smoking communication using high or low threat appeal	Mean number of paragraphs eliciting a given type evaluative reaction % S's changed -21-
Jarrett, R.F., and Sherriffs, A.C. 1953, <u>43</u> , 33-41	Relative value of men & women in our culture	815 college students	58-item value inventory	Printed arguments either pro-male, pro-female, or impartial; one group debated issue	Mean change
Kelley, H.H., and Woodruff, C.L. 1956, <u>52</u> , 67-74	Progressive education	61 college students	31 5-pt. rating scales, 15-items from above given before communication & 14 different ones after the communication	Tape-recorded argument against progressive education with high or low prestige support	Raw data not presented, just 't' test results and p. values

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Kelman, H.C., and Hovland, C.I. 1953, <u>48</u> , 327-335	Treatment of juvenile delinquents	330 high school students	20 5-pt. rating scales	Simulated radio broadcast with high, low, and neutral communicator	Mean change
Kiesler, C.A., and Kiesler, Sara B. 1964, <u>63</u> , 547-550	Federal aid to foreign countries	187 college students	One critical 16-pt. rating scale was embedded in a 2-page questionnaire	Printed argument favoring increased foreign aid	Mean change
Kiesler, C.A., and Sakamura, J. 1966, <u>3</u> , 349-353	Lowering voting age to 18	42 college students	12 7-pt. rating scales	Reading consonant communication into tape recorder w/ \$1/\$5 reward, then reading negative communication	Mean change
Kipnis, D. 1958, <u>57</u> , 173-180	Preference for comic book heroes	195 public school students (5th, 6th grades)	One multiple choice question	Live communicator advocating one type of comic book with or without discussion	% S's changed
Kleek, R.E., and Wheaton, J. 1967, <u>5</u> , 249-252	Minimum driving age	72 high school students	Post manipulation measure used multiple choice items on 2 issues	2 fictitious newspaper articles of opposing orientation	Mean difference between groups
Lana, R.E. 1961, <u>62</u> , 573-577	Use of animals for experimentation	85 college students	10 5-pt. rating scales on vivisection	Tape-recorded support of vivisection; Ss varied in familiarity with topic	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Leventhal, H., Watts, J.C., and Pagano, F. 1967, <u>6</u> , 313-321	Cigarette smoking	129 college students	3 7-pt. rating scales and number of cigarettes smoked	Moderate/high fear arousing film followed by printed communication to stop smoking	Mean change
Lewan, P.C., and Stotland, E. 1961, <u>62</u> , 450-453	Attitudes toward European areas not known to students	97 high school students	22 4-pt. rating scales	Provided facts about the area to exp. group, then used a derogatory emotional appeal	Mean change
Maccoby, Eleanor, Maccoby, N., Romney, A.K., and Adams, J.S. 1961, <u>63</u> , 109-115	Toilet training	Exp. I: 136 married women Exp. II: 93 married women	Interview in which S discusses opinion	Booklet on toilet-training after age 2	Number of Ss changed
Marlowe, D., Frager, R., and Nuttal, R.L. Negroes 1965, <u>2</u> , 364-868	Attitude toward	43 freshman college students	6 6-pt. semantic differential scale; one 7-pt. attitude importance scale; volunteering for related experiment.	Bogus spoken feedback on inappropriate attitude for 2nd experiment under \$20/\$1.50 reward	Mean difference between groups; number of Ss volunteering for 2nd experiment.
McGinnies, E., Donelson, Elaine, and Haff, R. 1964, <u>69</u> , 437-440	Attitudes toward the church	60 college students replicated with 43 other students	23 5-pt. rating scales	Rehearsal of a printed anti-church communication	Mean attitude score

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
McGuire, W.J. 1960, <u>60</u> , 354-358	Truth of syllogism	35 college students	28 statements each followed by 100-pt. scale of probability of truth and 5-pt. scale for desirability	Printed	Mean change of subjective probability ratings
Mitnick, L.L., and McGinnies, E. 1958, <u>56</u> , 82-90	Racial tolerance	162 high school students	Modified form of the <u>E</u> scale	Film advocating tolerance under discussion, no-discussion, and control conditions	Mean change scores
Peak, Helen 1960, <u>61</u> , 463-468	Academic policy	200 college students	15 statements each followed by an 8-pt. rating scale	Card sorting task where instrumentality of items was manipulated previous to task	Number of items in which subjects changed or did not change
Phares, E.J. 1965, <u>2</u> , 642-647	12 items on current campus issues	108 college students	12 11-pt. rating scales	Spoken communication by one member of a pair	Algebraic sum of change on the 12 items
Powell, F.A. 1965, <u>2</u> , 669-676	American Red Cross blood program	177 college students (summer school)	10 items embedded in a 25 item questionnaire for the premanipulation measure. These 10 questions were repeated afterwards	Spoken class presentation by low/high credible & in non-compliant/voluntary compliant/involuntary compliant situations	Mean change
Raven, B. 1959, <u>58</u> , 119-123	Case study of a delinquent; degree of responsibility	344 college students	One 7-pt. rating scale	Printed material; social pressure induced by private versus public response to persuasion	Number of Ss changing

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Sears, D.O. 1967, 2, 142-151	Future of American economy	112 college students	2 7-pt. rating scales	Counterattitudinal printed essay by alleged partner under high/low social anxiety	Mean change
Sears, D.O., and Freedman, J.L. 1965, 2, 420-426	Defendant's guilt or innocence of murder charge	143 college students	3 opinion items before the manipulation and 10 items afterwards	2 printed communications pro/con conviction as alleged new/old arguments	Mean difference between groups
Stochowiak, J.G., and Moss, C.S. 1965, 2, 77-83	Attitude toward Negroes	40 male college students	6-pt. rating scale; Bogardus Social Distance Scale	Hypnotically administered pro-Negro communication	Mean change
Suedfeld, P., and Vernon, J. 1966, 3, 536-589	Turkish life	248 male college students	Turkish attitude scale; Sentence Completion Test; push-button response as to pro/con nature of taped statement	Taped 2-sided statements about Turkish life to abstract/concrete thinking Ss	Mean change
Tannenbaum, P.H. 1966, 3, 493-499	Teaching machines Spence learning theory	218 male high school students in military summer camp	4 semantic differential scales embedded in a total of 10 scales	Printed communication w/source favorable/unfavorable to attitude object	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Tannenbaum, P.H., and Gengel, R.W. 1966, 3, 299-304	Teaching machines	124 college students	4 7-pt. semantic differential scales	Printed messages w/positive attributes for high/neutral/low credible sources	Mean change adjusted for direction
Tannenbaum, P.H., Macaulay, J.R., and Norris, E.L. 1966, 3, 233-238	Toothbrushing; medical checkups; X-ray detection of TB	68 college students	9 15-pt. rating scales	Credible printed communication followed by refutation/source derogation/denial/immunization	Mean difference of scores adjusted for direction of change
Thistlethwaite, D.L., deHaan, H., and Kamenetzky, J. 1955, 51, 107-113	War in Korea	720 Air Force inductees	10 multiple choice items	Argument supporting a limited war and slides	Mean change and means presented
Thomas, E.J., Webb, Susan, and Tweedie, Jean 1961, 63, 656-659	To use anti-cancer serum routinely in medical practice	Exp. I: 62 high school students Exp. II: 75 college students Exp. III: 216 college students	One key question embedded among 6 others each followed by a 9-pt. rating scale	Printed communication advocating use of a new serum; subjects varied in degree of familiarity with topic	Exp. I: Means and % S's changed Exp. II: Means Exp. III: No data presented
Wallace, J. 1966, 3, 305-312	Capital punishment	100 college students	Attitude Toward Capital Punishment scale	Participation in debate w/bogus spoken feedback	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Weiss, M. 1953, <u>48</u> , 173-180	Effects of smoking	228 high school students	7-items true-false opinion questionnaire w/ the total ranged from -7 to +7	Counter-argument to some Ss. Learn true-false associations to 8 statements about smoking	Mean change at varying intervals
Weiss, M., and Fine, B.S. 1955, <u>51</u> , 246-253	Juvenile delinquency	194 college students	4 pre-test items & 10 post-test items each followed by a 3-pt. rating scale	Printed communication	Means change presented Pre-post used different number of items
Weiss, M., and Fine, B. 1956, <u>52</u> , 109-114	Juvenile delinquency	96 college subjects (paid volunteers)	4 items each scored by E from -1, 0, to +1	Printed communication advocating harsher treatment	Mean change and mean preopinion scores presented
Wright, J.M., and Harvey, O.J. 1965, <u>1</u> , 177-181	Ranking of various professions	55 college students	5 multiple-choice items	Spoken derogation of original ratings on questionnaire	Mean change (non-directional)
Zeff, L.H., and Iverson, M.A. 1966, <u>3</u> , 383-389	Seriousness of various student issues	76 male college students	Ranking of 12 issues as to seriousness in group/private	Discussion in 5 member groups oriented by E and reinforced by confederate to obtain high/low comparability w/option of downward/upward mobility	Mean difference between groups

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Zimbardo, P.G. 1960, 60, 36-94	Juvenile delinquency	80 college girls (unpaid)	Ss selected one or more 9 statements according to the instructions	Printed communications varying in discrepancy from Ss position	Mean change

PART TWO: Post-only Design

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B. ANNOTATIONS

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Allyn, Jane and Festinger, L. 1961, 62, 35-40	Controlling teenage driving	37 high school students	4 4-pt. rating scales for opinion on the issue	Live spoken with and without forewarning	Mean change and % subjects changed
Bochner, S. and Insko, C.A. 1966, 4, 614-621	Nightly amount of sleep needed	517 college students	Estimate of needed hours; 6 7-pt. rating scales on communicator disparagement and source credibility	Printed essay arguing reduction in hours under high/medium source credibility	Mean change
Brock, T.C. and Becker, L.A. 1965, 2, 554-660	Compulsory ROTC; tuition increase/decrease	50 female college students	Multi-item questionnaire w/75 pt. semantic differential scales divided into 15 parts	Overheard phone call to E pro/con toward the issues	Mean difference between groups
Carlsmith, J.M., Collins, D.E., and Helmreich, R.L. 1966, 4, 1-13	Attractiveness of boring random numbers task	202 male high school students solicited thru newspaper & paid	6 11-pt. rating scales	Writing essays or telling another as to interest in task under \$.50/\$1.50/\$5 reward	Mean difference between groups
Festinger, L., and Carlsmith, J.M. 1959, 53, 203-210	Desirability of a dull task	71 male college students	4 11-pt. rating scales	Financial inducement to describe task as interesting	Mean ratings only of the task
Husek, T.R. 1965, 2, 125-128	Misconceptions about mental illness	493 high school social science students	Semantic differential scale	Personal/impersonal 20-min. talks with source identified early/late/never	Mean difference between groups

Author	Issue	Subjects	Attitude measurement	Persuasive Manipulation	Method of Reporting Change
Insko, C.A. 1962, <u>62</u> , 203-205	Innocence or guilt of defendant in simulated courtroom argument	130 college students	One 9-pt. rating scale	Taped one and two-sided arguments with discussion	Mean scores
Insko, C.A. 1965, <u>2</u> , 621-623	Creation of an Aloha Week at Univ. of Hawaii	72 college students	One 15-pt. rating scale embedded in questionnaire	Telephone interview w/positive or negative verbal reinforcement for pro/con attitude toward topic	Mean difference between groups
Insko, C.A. and Butzine, K.W. 1967, <u>6</u> , 225-228	Pay TV	75 college students	12 4-pt. rating scales	Telephone interview under positive/negative rapport, verbal reinforcement for pro-con responses	Mean difference between groups -33-
Janis, I.L. and Gilmore, J.B. 1965, <u>1</u> , 17-27	Requiring 1 yr. math & physics in college	64 male college students	5 objective questions; content analysis of a final open-ended question	Writing essay - under overt vs. passive role playing, \$2 vs. \$20 reward, favorable vs. unfavorable sponsorship	Mean change
Jones, R.A. and Brehm, J.W. 1967, <u>6</u> , 64-70	Importance of intercollegiate athletics in college life	60 female college students	32 7-pt. rating scales and 5-pt. confidence scales for each item	Pro/con taped communication varied as to credibility and heard by choice/no choice	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Kanouse, D.E. and Abelson, R.P. 1967, <u>I</u> , 153-163	Buying complex toys for children; hunting regulations; US agricultural assistance to Central America; industrial needs for Alaskan town	43 college students	4 31-pt. bipolar scales; convinc- ingness scale	4 syllogistic essays w/premises containing pos/neg verbs, concrete/ abstract evidence	Mean difference between groups
Leventhal, H. and Singer, R.P. 1966, <u>A</u> , 137-146	Dental hygiene	Approx. 35 visi- tors to a state exposition	11 7-pt. rating scales; 11 item measure of per- ceived vulnera- bility to illness	Tape-slide presen- tation w/high/low fear and variable positioning of recommendations	Mean difference between groups
Leventhal, H. Singer, R. and Jones, S. 1965, <u>2</u> , 20-29	Obtaining tetanus inoculations	College seniors	2 13-pt. rating scales; number <u>Ss</u> obtaining shots	Printed booklets under high/low fear, specific/ general suggested action	Mean difference between groups
Linder, D.E., Cooper, J. and Jones, E.E. 1967, <u>S</u> , 245-254	Speaker ban legis- lation; in loco parentis policies	105 college students (2 expermt.)	3 31-pt. rating scales with only one critical item	Writing counter- attitudinal essay for \$.50/\$2.50 reward under com- mitted/free choice conditions	Mean difference between groups
Miller, H. and Campbell, L.T. 1959, <u>52</u> , 1-3	Court case involv- ing a damage suit	144 college freshmen	One 9-pt. rating scale	Tape-recorded arguments for plaintiff and defense; primacy and recency effects were measured	Mean scores presented

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Mills, A., and Jellison, J.M. 1967, 6, 98-107	Increasing tractor-trailer license fees	138 college students	Various 21-pt. bipolar rating scales (speaker); 10 7-pt. rating scales	Printed speech alleged delivered to appropriate/ non-appropriate audience	Mean difference between groups
Nisbett, R.E., and Gordon, A. 1967, 5, 263-276	15 health issues; e.g., toothbrushing	152 college students	30 15-pt. rating scales; MMPI items	Printed messages under rigged low/ high self-esteem	Mean difference between groups
Papageorgis, D. 1967, 5, 490-496	6 issues about the future	150 college students	6 15-pt. rating scales	Verbal & printed forewarnings of taped talks against initial beliefs by various credible source	Mean difference between groups
Parrish, J.A., and Campbell, D.T. 1953, 43, 3-9	Kuomintang Government of China	235 students in elementary psychology	62 5-pt. rating scales	Taped-spoken	Mean change
Rosenberg, M.J. 1965, 1, 23-41	Rose Bowl ban; athletic scholarship	51 college students	31-pt. 5 section graphic scale	Writing counter- attitudinal essay for \$.50, \$1, or \$5 reward	Mean change
Thistlethwaite, D.L., and Kamenetzky, J. 1955, 51, 3-12	Korean War	750 Air Force Inductees; replicated with 400 high school students	15 multiple- choice items, using 5 alternatives	Tape-recorded; argument and refutation in varying combinations	Group means on immediate and delayed testing

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Triandis, H.C., Loh, W.B., and Levin, L.A. 1966, 3, 463-472	Integrated housing	94 white college students (summer school)	15 behavior differential scales series of semantic differential scales	Slides of well/poor dressed whites or Negroes; taped statement pro/con issue in good/bad English	Mean difference between groups
Walster, Elaine, and Festinger, L. 1962, 65, 395-402	I. Downgrading link between smoking and lung cancer. II. Student husbands should spend more time at home; junior and senior women to be allowed to live off campus.	Exp. I: 170 college students Exp. II: 41 married women	Questionnaire purported to be from NIH	Overheard conversation	Mean index score
Watts, W.A. 1967, 5, 4-15	Admitting Puerto Rico as 51st State; court leniency w/juvenile delinquents; electing the Secretary of State	140 college students (mostly female)	15-pt. graphic bipolar scales	Printed communication either read or read and argued for in essay	Mean change

Author	Issue	Subjects	Attitude Measurement	Persuasive Manipulation	Method of Reporting Change
Watts, W.A., and McGuire, W.J. 1964, <u>66</u> , 233-241	(1) Puerto Rican statehood	191 college students	15-pt. graphic rating scales	Printed communication with varied credibility of communicator	% of subjects changed from immediate to delayed posttest; also mean change score
	(2) Court leniency with juvenile delinquents				
	(3) Direct election of Secretary of State				
	(4) Abolishment of State sales tax				
Weiss, W. 1958, <u>56</u> , 380-385	Treatment of juvenile delinquents	167 college students	Modification of Wang-Thurstone scale B	Printed arguments advocating more punitive policy; cues provided as to communication's position	Mean change

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13. ABSTRACT <p>Selected research papers in the area of persuasion and attitude change appearing in the Journal of Abnormal (Personality since 1965) and Social Psychology between 1952 and 1967 are summarized with respect to (a) the issues used as targets of persuasion, (b) the kinds of experimental subjects employed, (c) techniques of attitude measurement, (d) method of persuasive manipulation, and (e) manner of reporting attitude change. Several shortcomings of these research reports are described, and implications are drawn for the improvement of scientific reporting in this area.</p>			

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